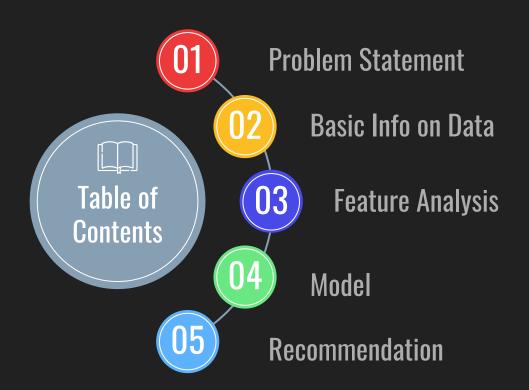
# The Ames Housing Market

FROM 2006-2010

BY: OLIVIA LARA

## **OVERVIEW**



### PROBLEM STATEMENT

Which features will make for a good investment in

Ames?

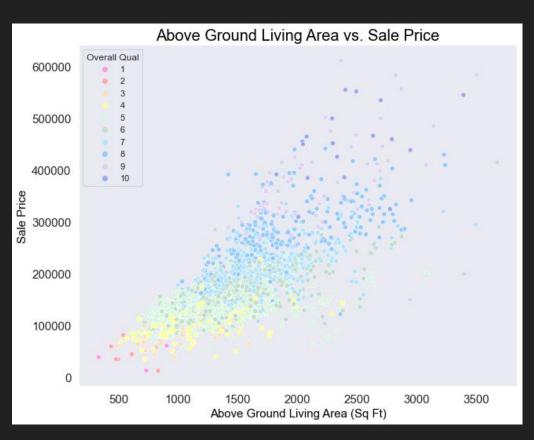
## **BASIC INFO ON DATA**

- House Sales
  - Year: 2006 2010
  - Location: Ames, Iowa
- Data
  - o 2,051 Observations
  - 82 Numeric and Categorical Features

## **SALE PRICE BREAKDOWN**

Statistic	Sale Price
Mean	\$ 180,477
Median	\$ 161,500
Minimum	\$ 120,789
Maximum	\$ 611,657

#### RELATIONSHIP B/W ABOVE GROUND LIVING AREA & SALE PRICE



## DISTRIBUTION OF PRICES BY OVERALL QUALITY



## MEAN SALE PRICE BY NEIGHBORHOOD



#### PREDICTION MODEL

Feature Engineering Interactions & More Features

> **Grid Search** With Pipe & Parameters

> > Coefficients Meaning



Clean Data

Outliers, Nans, & Unneeded Columns

**Pipeline** 

Standard Scaler & Lasso

Score

R2 & RMSE

## **BUSINESS RECOMMENDATIONS**



O1 Square Footage

Bigger is better

Quality
Only the best

Neighborhood
Location, location, location!

## **SOURCES**

http://jse.amstat.org/v19n3/decock/DataDocumentation.txt

## THANK YOU FOR LISTENING!

